



## Logo Guidelines

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## The Paytm logo:

The Paytm corporate logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.



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## Paytm or pay-tm?

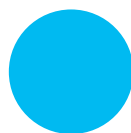
When writing, just keep it simple: Paytm (P always in capital letter)

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## Logo Color:



**C:100 M:80 Y:0 K:40**  
**R:0 G:46 B:110**



**C:80 M:0 Y:0 K:0**  
**R:0 G:185 B:241**

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## Clear Space:

- Always maintain clear space around the Paytm signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the “P” in Paytm for vertical space, and the width of the “P” for horizontal.
- Never allow typography or other elements to “invade” the signature or the symbol.



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## Minimum Size:

The minimum signature size should be used only when layout space is extremely limited.

Height : 5mm [ 

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Logo against white or light background:



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Logo against dark background:



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Thank you

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